



DIVISION OF BUSINESS

XAVIER UNIVERSITY of LOUISIANA

Preparation • Performance • Progress

Professional Development Seminars



Students listen as tips on professional development, Networking and building your brand exercises are conducted during one of this years seminars.

During the fall semester the division presented a number of professional development seminars to complement the curriculum and inspire students to reach their full potential in business and entrepreneurship. Students participated in a four hour workshop on a Saturday morning to enhance their networking skill. The Dignitas Agency an executive coaching firm used their unique approach and experiences to help students transform limiting beliefs to breakthrough beliefs during a seminar on networking and building your personal brand. The dialog and exercises had student fully engaged. According to Sr. business major Rachel Reddix "My favorite exercise was when we had to tell our group about a time we overcame something or doubted ourselves but ended up succeeding or learning something valuable from the situation." Angela Taylor and Stacy Parson used their framework and experience as business professionals and as athletes (they were teammates on the 1991 National Championship Women's Basketball team at Stanford) to connect with students. During this seminar students learned a great deal about themselves and the professional world. "This seminar also allowed us to have in-depth conversations about what race personally means to us and in the workplace" says Jr. business major Ayanna Brown.

The division also hosted Dr. Randal Pinkett who led a discussion on principles of success in entrepreneurship and in life. Dr. Pinkett is a Rhodes Scholar and has established himself as an entrepreneur, speaker, author, and a leading voice for his generation in business and technology. Dr. Pinkett is the founder, chairman and CEO of his fifth venture, BCT Partners, a multimillion-dollar consulting, research, technology, and analytics firm headquartered in Newark, NJ. His 5 pillars to become successful as an entrepreneur: creativity, resourcefulness, courage, resilience and passion clearly resonated with students. "I really like his approach on how millionaires think. He said that the actions that you take today will determine whether or not you will achieve your goals. Everything depends on your habits and your routine. We need as students to think of the ultimate goal and not about what our neighbors think about us" says Jr. business major Pierre Andrieu. The Division of Business is proud of its investments in our students' professional development in conjunction with our curriculum.

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Stacey Pearson, Dignitas Agency, gives an introduction on Brand Building.



Dr. Randal Pinkett, guest lecturer at A Discussion About Student Entrepreneurship

Division of Business students excel at National and Regional Competitions



Barakah Hassell, Janine Sorapuru and Kerry Morgan, Bayou Classic Biz Tech 2nd place winners



Dominic Scott, Mya Jacobs, Jessica Nichols and Jimmie Smith at the National Team Selling Competition at Indiana University



Alaina McClue, Malik Miles, Aaliyah Young, and Janelle Jones at the NBMBA case competition in Detroit



Ayanna Brown, Shannen Lawson, Mya Jacobs, Jessica Nichols, Olivia Vega, and Donia Mes-saudi at the SSI

Again, the division of business students represented the University well in national and regional competitions. These competitions supplement students course work and provide them, the division and the university a great deal of exposure, networking opportunities and intership opportunities for the students.

Xavier business students Kerry Morgan, Janine Sorapuru and Barakah Hassell won second place in the Bayou BizTech Challenge in New Orleans. The goal of this challenge was to present Vaxier Therapeutics prospective treatment of diabetic retinopathy. This project was based on the patent of Dr. Partha Bhattacharjee and was supervised by Professor Mark Quinn, and Dr. Syed Adeel Ahmed. The Bayou Classic BizTech Challenge consists of a competition in which 1st, 2nd, and 3rd prize winners are selected in the following categories: Software Development, Digital Manufacturing, and Energy. From there, a final pitch competition that was held in New Orleans on November 23 determined the overall winning team and the recipient of a \$10,000 prize.

Xavier business students Mya Jacobs, Jessica Nichols, Jimmie Smith and Dominic Scott took second place in their division at the National Team Selling Competition hosted by the Kelley School of Business at Indiana University and sponsored by 3M and Altria, and team leader Mya Jacobs took home an MVP award. In this team sales role-play event, students are given two weeks to complete a business-to-business consultative selling case analysis. The National Team Selling Competition is a premier sales event that brings together top-level sales talent from 24 colleges and universities across the country. NTSC is an invaluable experience for elite sales programs. Competing teams have the opportunity to bring their classroom knowledge and experience and apply those skills in a selling situation that is realistic and relevant in today's market. The competition also provides exceptional networking opportunities with corporate partners, students, and faculty.

At the National Black MBA Case Competition the Xavier team competed against 17 other schools from across the country in Detroit. Team members Alaina McClue, Malik Miles, Aaliyah Young, and Janelle Jones were given two weeks to prepare a response to a marketing and finance case that focused on JP Morgan Chase and their credit card services. This hands-on student consulting experience provides undergraduates early exposure to MBA-level business case strategy and allows them to be considered for competitive summer internship opportunities. Undergraduate minority business students from the nation's leading colleges and university compete for top ranking scholarships and employment opportunities!

Xavier was represented by Jessica Nichols and Dominic Scott in the sales role play at International Collegiate Selling Competition hosted by Florida State University, while Ariana Holt and Kobie Lofton participated in the associated sales management case competition. The International Collegiate Sales Competition enhances the selling profession by encouraging the development of critical skills needed by today's collegiate sales graduates in a fun competitive environment and where companies can meet the nation's top collegiate sales talent all in one place.

In addition to the competitions, a team of Xavier Students presented a business plan to business leaders at 3M Company Headquarters in St. Paul MN. Xavier was one of seven schools that participated in the Sales for Social (SSI) Impact program during the fall semester. SSI focuses on incorporating a sales and marketing plan to meet the needs of those under-served that reside near or at the base of the socioeconomic pyramid.

The Division of Business Receives \$465,000 Grant for Minority Business Disaster Preparedness

The Division of Business through the Entrepreneurship Institute received a \$465,894 grant by the Minority Business Development Agency of the US Department of Commerce for the purpose of increasing opportunities of minority owned businesses. The goal of the project, which is called the MBE Disaster Readiness Project ("DRP"), is to disseminate pertinent information about obtaining disaster related contracts. Minority owned businesses from Maine to Hawaii to Puerto Rico and the US Virgin Islands will be targeted to receive this information. The project will be headed by Mark L. Quinn, the Conrad N. Hilton Endowed Chair in Entrepreneurship at Xavier.

The DRP will be a one-stop resource for MBEs to position themselves to compete for contracts that are let in the aftermath of natural disasters. The DRP will be a website with a national focus acting as a repository of information for MBEs on how to become registered such that Federal contracting officers can contact them in the aftermath of natural disasters. Additionally, the site will provide guidance, information, and will be a resource for MBEs to obtain information and training on issues that will make them competitive, such as bonding, financing, and insurance. Information will be disseminated via documents, forms, templates, urls, blogs, and videos. Webinars will be offered as well. The website content will be augmented by a call center that will be staffed 12 hours a day, 5 days a week. Callers will receive personal guidance and counseling. Services on the website and the call center will be provided in English and Spanish. With the use of a blog that will be included, DRP will create a community of contributors and takers of information.

"There was \$306 billion in clean up contracts in 2017 and this project will help prepare more minority owned businesses to be in position to obtain some of the disaster cleanup work that is likely to occur in the future. We are excited to address this issue with the support of the Minority Business Development Agency" says Mark Quinn, the Conrad N. Hilton Endowed Chair in Entrepreneurship at Xavier University of Louisiana and the Principal Investigator of the project, Added by Joe Ricks, Chair of the Division of Business, "This project is another example of our commitment to socially responsible business leadership, supporting entrepreneurs, and diversity and inclusion in the entrepreneurial space. Additionally this project will complement the activities of our award winning Small Business Development Center. I'm really excited."

Building on the Core with Mission Based Courses

In an effort to support the core curriculum and provide new and engaging courses that support the University Mission, the division is excited to offer 3 new courses.

During the last year you may have heard of bitcoin in the popular press as it's price sky rocketed to \$20,000 and you may have seen recent headlines reporting prices falling 80% since then. It's been 10 years since bitcoin's creation and the technological breakthrough underlying its existence may have significant impacts on social welfare, the political economy, the environment, financial markets, entertainment and the law just to name a few. The Blockchain course will explore the history and potential future of bitcoin and blockchain technology. We will get hands on experience creating our own cryptocurrencies and digital wallets as well as exploring different cryptocurrency projects that have evolved based on this technology.

Moral Philosophy and Business Decision Making will bring together the Mission Statement of Xavier University of Louisiana, its application to Catholic Social Teaching, and its relevance to ethical decision making in business. Topics that serve as linkages to the three major topics are the principles of Subsidiarity and Solidarity, ancient and contemporary Moral Philosophy, and the foundations of Social and Economic Justice.

Production and Consumption of Mardi Gras course will give students hands-on and go behind the scenes to develop a deeper understanding of diverse Mardi Gras practices and the corporations, cottage industries, professional and amateur artists, and clubs, krewes, gangs, and tribes that produce the Mardi Gras events that help New Orleanians celebrate traditions as well as drawing tourists from all over the world. In this context, students will conduct their own interview research to explore questions of Mardi Gras and parading culture participants' understanding of their roles as artists, producers, and consumers.





40 students received their division of business blazers as ambassadors of the ICARE pledge during the 2018 blazer ceremony



Paige Johnson 16' Blazer Ceremony guest speaker, poses with Dr. Joe Ricks at the 7th annual blazer ceremony



Business student collectively recite the ICARE code of conduct during the 7th annual Blazer Ceremony



Officers of NABA and Faculty advisors, Margaret Fugetta, and Clifford Wright (L) spread holiday cheer through Xavier South with Christmas Caroling



Helena Barbara (business Minor), George Ellis (Accounting) and Ayanna Brown (Sales & Marketing) pose for a group photo while attending the Goldman Sachs Leadership Summit in New York



Cydney Stevenson, a senior business/accounting major has been selected a 2018 HBCU Competitiveness Scholar by the White House Initiative on Historically Black Colleges and Universities.

For more information on the programs offered by the Division of Business, please email us at business@xula.edu or call us at 504-520-7505. Or visit us in building 40 (Xavier South) room 325.

For previous editions of our Newsletter, visit us at <http://www.xula.edu/business/newsletters.html>

To view Division activities visit our YouTube channel at: <https://www.youtube.com/channel/UCJcpMXNeURw6-qeXE83ndg>

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